### CLAIMS

1. A method of selecting a complimentary multi-media effect in a wireless communications device comprising:

>creating a picklist comprising a plurality of complimentary multi-media effects available to the wireless communications device;

>selecting a complimentary multi-media effect from the picklist for activation upon a first predetermined event; and

>automatically changing the selected complimentary multi-media effect to a new selected complimentary multi-media effect without user intervention for activation upon a second predetermined event, wherein the new complimentary multi-media effect is selected from the picklist.

2. The method of claim 1 wherein one of the first predetermined and second predetermined events comprises the receipt of an incoming call.

3. The method of claim 1 wherein one of the first predetermined and second predetermined events comprises the receipt of an alarm.

4. The method of claim 1 wherein one of the first predetermined and second predetermined events comprises the receipt of a text message.

5. The method of claim 1 wherein one of the first predetermined and second predetermined event comprises the receipt of an e-mail message.

6. The method of claim 1 wherein one of the first predetermined and second predetermined event comprises the receipt of a new voice message.

7. The method of claim 1 wherein one of the first predetermined and second predetermined events comprises the receipt of a page.

8. The method of claim 1 wherein one of the first predetermined and second predetermined events comprises the start of a gaming session.

9. The method of claim 1 wherein the picklist comprises a list of audio files.

10. The method of claim 1 wherein the picklist comprises a list of tactile function generator patterns.

11. The method of claim 1 wherein the picklist comprises a list of lighting patterns.

12. The method of claim 1 wherein the picklist comprises a list of images.

13. The method of claim 1 wherein the picklist comprises a list of video sequences.

14. The method of claim 1 wherein the picklist comprises a combination of at least two complimentary multi-media effects.

15. The method of claim 1 wherein the picklist is stored in memory on the wireless communications device.

16. The method of claim 1 wherein the picklist is stored in memory external to the wireless communications device.

17. The method of claim 16 wherein the memory external to the wireless communications device comprises a server communicatively linked to the wireless communications device.

18. The method of claim 17 further comprising transmitting the new selected complimentary multi-media effect to the wireless communications device over a wireless communications network.

19. The method of claim 18 further comprising partitioning memory in the wireless communications device into first and second partitions, and temporarily storing the new selected complimentary multi-media effect in the first partition.

20. The method of claim 19 further comprising moving the new selected complimentary multi-media effect from the first partition to the second partition if the user chooses to save the new selected complimentary multi-media effect.

21. The method of claim 19 further comprising removing the new selected complimentary multi-media effect from the first partition if the user chooses not to save the new selected complimentary multi-media effect.

22. The method of claim 1 wherein creating a picklist comprises defining the activation order for each complimentary multi-media effect in the picklist.

23. The method of claim 1 wherein automatically changing the selected complimentary multi-media effect comprises randomly selecting the new selected complimentary multi-media effect from the picklist.

24. The method of claim 1 wherein automatically changing the selected complimentary multi-media effect to a new complimentary multi-media effect comprises selecting the next selected complimentary multi-media effect to be activated from the ordered picklist.

25. The method of claim 1 wherein automatically changing the selected complimentary multi-media effect to a new complimentary multi-media effect comprises shuffling the picklist after each predetermined event occurs, and selecting the new selected feature from the shuffled picklist.

26. The method of claim 1 wherein one of the first predetermined and second predetermined events occurs on every $n^{th}$ predetermined event, wherein n is greater than 0.

27. The method of claim 1 wherein one of the first predetermined and second predetermined events occurs at a predetermined time.

28. A method of playing a ring tone in a wireless communications device comprising:

creating a picklist comprising a plurality of available ring tones;

playing a selected ring tone from the picklist upon receipt of an incoming call; and

automatically changing the selected ring tone to a new selected ring tone when a

predetermined event occurs, wherein the new selected ring tone is selected

from the picklist without user intervention.

29. The method of claim 28 wherein automatically changing the selected ring tone comprises randomly selecting a new ring tone from the picklist.

30. The method of claim 28 wherein creating a picklist comprises defining the order in which each ring tone is to be played.

31. The method of claim 30 wherein automatically changing the selected ring tone comprises selecting the next ring tone to be played from the ordered picklist.

32. The method of claim 28 wherein changing the selected ring tone comprises shuffling the picklist after each predetermined event occurs, and selecting a new ring tone from the shuffled picklist.

33. The method of claim 28 wherein the predetermined event occurs at a predetermined time.

34. The method of claim 28 wherein the predetermined event occurs upon receipt of every $n^{th}$ call where n is greater than 0.

35. The method of claim 28 wherein the predetermined event is the receipt of a second incoming call.

36. The method of claim 28 wherein the predetermined event is the receipt of an alarm.

37. The method of claim 28 wherein the predetermined event is the receipt of a page.

38. The method of claim 28 wherein the predetermined event is the receipt of a voice mail message.

39. The method of claim 28 wherein the predetermined event is the receipt of a text message.

40. The method of claim 28 wherein the predetermined event is the receipt of an e-mail message.

41. The method of claim 28 wherein the predetermined event is the start of a gaming session.

42. The method of claim 41 further comprising automatically changing the selected ring tone to a new ring tone during game play.

43. The method of claim 28 further comprising storing the picklist in memory in the wireless communications device.

44. The method of claim 28 further comprising storing the picklist in memory external to the wireless communications device.

45. The method of claim 44 wherein storing the picklist in memory external to the wireless communications device comprises storing the picklist in a server communicatively linked to the wireless communications device.

46. The method of claim 45 wherein automatically changing the selected ring tone comprises selecting a new ring tone from the picklist stored on the server.

47. The method of claim 46 further comprising transmitting the new ring tone to the wireless communications device over a wireless communications network.

48. The method of claim 47 further comprising storing the new ring tone in memory in the wireless communications device and playing the new selected ring tone when the predetermined event occurs.

49. A method of activating a complimentary multi-media effect in a wireless communications device comprising:

    creating a picklist comprising a plurality of complimentary multi-media effect available to the wireless communications device; and

    shuffle-playing a complimentary multi-media effect selected from the picklist.


50. The method of claim 49 wherein the shuffle-playing comprises automatically changing a selected complimentary multi-media effect to a new selected complimentary multi-media effect for activation upon a predetermined event, wherein the new selected complimentary multi-media effect is selected from the picklist without user intervention.

51. A wireless communications device comprising:

   a transceiver;

   a memory; and

   a processor configured to shuffle-play a complimentary multi-media effect

      selected from a picklist comprising a plurality of complimentary multi-media

      effect available to the wireless communications device, wherein the

      complimentary multi-media effect is selected without user intervention.


52. The device of claim 51 further comprising a plug-in accessory that mates with a

system interface connector on the wireless communications device.

53. A wireless communications network comprising;

    a base station system to communicate with a mobile terminal; and

    a processor communicatively linked to the base station system and the mobile

        terminal and configured to activate a complimentary multi-media effect

        selected from a picklist.

54. The network of claim 53 wherein the base station system transmits the selected

complimentary multi-media effect to the mobile terminal for activation upon a

predetermined event.

55. The network of claim 54 wherein the base station system transmits the selected

complimentary multi-media effect to the mobile terminal along with the predetermined

event.